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Some East Zone Radio Listening Habits -  
as Revealed by Visitors to the Berlin Trade Fair

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## INTRODUCTION

### Purpose

This survey represents another in a series of attempts to obtain information from residents of East Germany on their radio listening habits on the occasion of their coming to West Berlin in relatively large numbers - prior to returning to the East Zone. The magnet which drew several hundred thousand East Germans to West Berlin during the last week in September, 1955, was the Berlin Industrial Fair.

Utilizing this opportunity the Research Staff planned a necessarily brief questionnaire to be asked of East Zoners who came to the Industrial Fair. The primary concern was to obtain as much information as possible on the reception conditions in East Germany for the programs of RIAS, the VOA, and the BBC. Preoccupation with this factor necessarily precluded investigation of other possible subjects such as program reactions and evaluations.

### The Sample

As readers of this report realize, a true area probability sample of East Zone Germans cannot be drawn; and even, in the absence of sufficient reliable statistics concerning the population itself, a quota sample faces obvious shortcomings. The primary control exercised was to insure that the percentages of people from the various Laender of the East Zone were the same in the sample as is true in the East Zone (a most important consideration in view of the main interest in reception conditions). In view of these limitations and of the bias that must be inherent in the exclusive reliance on those East Germans, who under the conditions of Communist rule, would go to West Germany - and allow themselves to be interviewed - no claim can be made that these findings are a true, and unbiased picture of radio listening habits in East Germany.

They most certainly are, on the other hand, of more worth than the reactions and comments of scattered individuals who may volunteer disjointed scraps of information from East Germany. Furthermore, in view of the "post-Geneva" atmosphere, the sample obtained may not in fact be as biased as previous "visitors" from the East Zone have been. In the last analysis, therefore, a considerable new addition has been made to previous information concerning current radio listening patterns.

As usual, interviewing was conducted under German auspices by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.



## S U M M A R Y

According to the East Zone visitors, NWDR is the favorite radio station in Eastern Germany. RIAS, which is second, is usually heard over medium wave - and in the evening hours - despite the fact that RIAS' reception is the worst at that time, and over those frequencies.

Any comparison of RIAS, VOA, and BBC inclines one to the view that although RIAS' reception is not as satisfactory as that for the other two, it has a more faithful audience, one that considers it highly effective in refuting Eastern propaganda. RIAS reception is found to be best in Brandenburg and almost uniformly poor in the other Laender.

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ABOUT HALF ARE FREQUENT LISTENERS

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THREE-QUARTERS OF BBC LISTENERS FIND LITTLE OR NO TROUBLE IN HEARING THE PROGRAMS



## Part I - General Listening Patterns

### ALL EAST ZONE VISITORS ARE RADIO LISTENERS

While it might be expected that East Zoners who come to West Berlin to attend a Trade Fair would be more alert individuals on the average than are found in the population, it is still remarkable that without exception every individual said that he listened to the radio.

"Do you listen to the radio in the East Zone?"

|     |             |
|-----|-------------|
| Yes | 100%        |
| No  | -           |
|     | <u>100%</u> |

### EAST ZONE STATIONS, NWDR, AND RIAS HEARD MOST OFTEN IN THE EAST ZONE

About two-thirds of the East Zoners listen to East German stations (65%), but almost as many listen to NWDR (62%), or to RIAS (58%). Since the category "east Zone Stations" actually comprises a number of stations, it means that NWDR and RIAS are in fact the two stations heard most often in the East Zone.

"Which radio station do you tune in most often?"

|                            |             |
|----------------------------|-------------|
| East Zone stations         | 65%         |
| NWDR (Hamburg and Cologne) | 62          |
| RIAS I and II              | 58          |
| (Berlin and Hof)           |             |
| "Sender Freies Berlin"     | 34          |
| BBC                        | 22          |
| Suedwestfunk               | 18          |
| Other West German stations | 12          |
| Other Western stations     | 10          |
| Other Eastern stations     | 9           |
| Voice of America           | 2           |
| No opinion/No answer       | -           |
|                            | <u>292%</u> |

@ Some respondents gave more than one answer.



## NWDR, RIAS, AND SENDER FREIES BERLIN FAVORITE RADIO STATIONS

The preference for Western radio stations is seen in the answers to the question below. The favorite station of the East Zone visitors is NWDR (33%). RIAS is in second place (20%), followed closely by Sender Freies Berlin (19%). East Zone stations (as a group) are only mentioned by 8% of the visitors.

"Which of these stations do you like best?"

|                                   |             |
|-----------------------------------|-------------|
| NWDR (Hamburg and Cologne)        | 33%         |
| RIAS I and II<br>(Berlin and Hof) | 20%         |
| "Sender Freies Berlin"            | 19          |
| East Zone Stations                | 8           |
| SuedWestFunk                      | 5           |
| Other West German stations        | 4           |
| BBC                               | 3           |
| Other Western stations            | 2           |
| Voice of America                  | *           |
| Other Eastern stations            | *           |
| No opinion/No answer              | 6           |
|                                   | <u>100%</u> |

## WEST GERMAN STATIONS CONSIDERED BEST RADIO SOURCE IN CRISIS SITUATION

Among this sample of East Zoners the largest proportion, over a third (37%), would turn to the news reports of the West German radio stations if there were a world crisis of some serious nature. In second place would be the news reports of the Swiss Broadcasting System (20%), while RIAS would be third (19%).@

Western sources of information were preferred by 95% as against 4% who would turn to East German stations, and another 1% who would listen to Radio Moscow.

"Supposing some time in the future another very serious political crisis would occur - something which might lead to a new world war: Which source of information would you chiefly rely on in that case in order to keep up with developments? (CARD)"

|   |             |
|---|-------------|
| I would listen to the news of<br><u>West German</u> stations                            | 37%         |
| I would listen to the news of<br><u>the Swiss Broadcasting System</u><br>(Beromuenster) | 20          |
| I would listen to the news of<br><u>RIAS</u>  | 19          |
| I would listen to the news of<br><u>Radio London</u> (BBC)                              | 12          |
| I would listen to the news of<br><u>the Voice of America</u>                            | 6           |
| I would listen to the news of<br><u>East German</u> stations                            | 4           |
| I would listen to the news of<br><u>Radio Moscow</u>                                    | 1           |
| No opinion  | 1           |
|   | <u>100%</u> |

@ Among refugees sampled in May 1954, RIAS was in first place - the choice of 33%, while West German stations were second with 27%. (Report No. 203, "East Zone Refugees Report on their Radio Listening Habits")

\* Less than one half of one per cent.



## Part II - Listeners to RIAS

(All information in this section has been derived from that 58% who mentioned that they listened to RIAS at all. This group has been taken as 100% and furnishes the basis for the data to be presented.)

### Section 1 - Frequency and Means of Listening

#### RIAS AUDIENCE A FAITHFUL ONE

Over three-quarters of those who listen to RIAS do so at least several times a week. In fact almost six out of ten (59%) do so every day.

"Approximately how often do you listen to RIAS?"

|                                    |          |       |
|------------------------------------|----------|-------|
| Daily                              | 59%      | } 78% |
| Two to six times a week            | 19       |       |
| Once a week, several times a month | 8        |       |
| Less than once a month             | 13       |       |
| Don't know                         | <u>1</u> |       |
|                                    | 100%     |       |

#### OVERWHELMING MAJORITY LISTENS TO RIAS IN THE EVENING - AND OVER MEDIUM WAVE

Three-quarters of the RIAS listeners (76%) report that they tune in during the evening hours; the morning is the next most popular period (38%); while a quarter (23%) listen at noontime. These figures add to more than 100% since it is of course possible to listen at more than one time during the day.

"At what time of the day do you usually listen to RIAS?"

|                |           |
|----------------|-----------|
| In the morning | 38%       |
| At noontime    | 23        |
| In the evening | <u>76</u> |
|                | 137%      |

In response to the question as to the wavelength which they use in listening to RIAS, some eight out of ten (79%) mentioned medium wave, while frequency modulation, long wave and short wave were only used by small groups (16%, 12% and 1% respectively).

"And over which wave length do you tune in?"

|             |          |
|-------------|----------|
| Medium wave | 79%      |
| F. M.       | 16       |
| Long wave   | 12       |
| Short wave  | <u>1</u> |
|             | 108%     |

© Some respondents gave more than one answer.





MEDIUM WAVE AND F. M. MAINLY USED AT NIGHT - LONG WAVE DURING THE DAY

When time of day and wavelength to which individuals usually listen to RIAS are considered together, it can be seen that those who listen over medium wave almost always listen at night (86%) while smaller groups listen over medium wave during the morning (28%) and at noontime (21%).

While two-thirds of the relatively small group who listen over F. M. also listen at night, a sizeable minority (47%) listens in the morning. Most of the few long wave listeners do so in the morning (71%) or at noontime (29%).

"At what time of the day do you usually listen to RIAS?  
And over which wave length do you tune in?"

|                | <u>F. M.</u> | <u>Medium Wave</u> | <u>Long Wave</u> |
|----------------|--------------|--------------------|------------------|
| In the morning | 47%          | 28%                | 71%              |
| At noontime    | 22           | 21                 | 29               |
| In the evening | 67           | 86                 | -                |
|                | <u>136%</u>  | <u>135%</u>        | <u>100%</u>      |



## Section 2 - Reception

### F. M. GIVES BEST RECEPTION - MEDIUM WAVE LEAST SATISFACTORY

East Zone visitors were asked to consider the spoken programs of RIAS, such as the news and commentaries, and give their estimates of the quality of reception in terms of the degree of understandability of the program. They were not asked about the nature of any tuning difficulties since it was felt that they were not sufficiently expert to reliably distinguish between the various types of jamming, local electrical disturbances (such as factories, street cars, etc.), overlapping of stations, quality of the set, nature of antenna used, skill of the person in dialing, or any of the other factors that only a skilled radio engineer might be expected to differentiate between.

Those who listened to RIAS over F. M., medium wave, or long wave were asked, on a four-point scale, to give their judgment of the reception. Three-quarters of the F. M. listeners (75%) reported either no difficulties, or such minor disturbances that they could still hear almost everything. Slightly over half (55%) of the longwave listeners reported their listening to be that good, whereas about three out of ten (27%) listeners who use medium wave found reception that satisfactory.

"When you consider the spoken word programs of RIAS, such as news programs and commentaries, what difficulties do you experience in following these RIAS programs via (F. M.) (medium wave) (long wave)?"

|   | <u>F. M.</u> | <u>Long Wave</u> | <u>Medium Wave</u> |
|---|--------------|------------------|--------------------|
| No difficulties, clear reception                              | 50%          | 14%              | 10%                |
| Minor disturbances, I can hear nearly everything              | 25           | 43               | 17                 |
| Major disturbances, but I can follow the program fairly well  | 25           | 14               | 30                 |
| Heavy disturbances, I can hear only little or hardly anything | -            | 29               | 43                 |
|   | <u>100%</u>  | <u>100%</u>      | <u>100%</u>        |



# EVENING RECEPTION ON ALL WAVELENGTHS POORER THAN DURING THE DAY

Quality of reception varies not only according to the wavelength used by radio listeners to RIAS, but also according to the time of day during which they listen. When these three factors are studied together, it becomes apparent that reception over all wavelengths deteriorates in the evening hours, and that the best reception is recorded during daylight hours.

The percentage of people reporting no difficulties or only minor disturbances varies for the three time periods, among F.M. listeners from 100% in the morning, 100% at noon, to 87% in the evening. Among medium wave listeners for these same periods, the percentages are 41%, 35%, and 27%.

## Time of Listening and Wavelength Tuned in By Reception of RIAS (Asked of RIAS Listeners Only)

|   | F. M.               |                  |                     | Medium Wave         |                   |                     | Long Wave           |                   |                     |
|---|---------------------|------------------|---------------------|---------------------|-------------------|---------------------|---------------------|-------------------|---------------------|
|   | In the morn-<br>ing | At noon-<br>time | In the even-<br>ing | In the morn-<br>ing | At noon-<br>time  | In the even-<br>ing | In the morn-<br>ing | At noon-<br>time  | In the even-<br>ing |
|   | (10)                | (8)              | (24)                | (51)                | (40)              | (158)               | (18)                | (8)               | (2)                 |
| No diffi-<br>culties,<br>clear<br>recept-<br>ion  | 70%                 | 63%              | 62%                 | 16%                 | 8%                | 11%                 | 11%                 | -%                | -%                  |
| Minor<br>distur-<br>bances,<br>I can<br>hear<br>nearly<br>every-<br>thing                     | 30                  | 37               | 25                  | 25                  | 27                | 16                  | 45                  | 62                | -                   |
| Major<br>distur-<br>bances, but<br>I can<br>follow the<br>program<br>fairly<br>well           | -                   | -                | 13                  | 30                  | 35                | 30                  | 22                  | 13                | 50                  |
| Heavy<br>distur-<br>bances,<br>I can<br>hear on-<br>ly little<br>or hard-<br>ly any-<br>thing | <u>-</u><br>100%    | <u>-</u><br>100% | <u>-</u><br>100%    | <u>29</u><br>100%   | <u>30</u><br>100% | <u>43</u><br>100%   | <u>22</u><br>100%   | <u>25</u><br>100% | <u>50</u><br>100%   |



BRANDENBURG HAS BEST RECEPTION, OTHER LAENDER ALMOST UNIFORMLY POOR

With the noteworthy exception of Brandenburg, where more than six out of ten report acceptable reception (without regard to wavelength), visitors from the other Laender of the East Zone mainly report heavy or major disturbances so that they can hardly follow the spoken programs. Throughout Sachsen, Sachsen-Anhalt, Thueringen, and Mecklenburg only three out of ten on the average say that there are either no difficulties or that they are of a minor nature so that they can hear almost everything. The most reports of heavy disturbances come from Thueringen and Sachsen-Anhalt.

Reception of RIAS by Laender  
(Asked of RIAS Listeners Only)

|  | Branden-<br>burg | Sachsen     | Sachsen/<br>Anhalt | Thueringen  | Mecklen-<br>burg | East Zone<br>Listeners<br>Generally |
|--|------------------|-------------|--------------------|-------------|------------------|-------------------------------------|
| No difficulties,<br>clear reception                                    | 30%              | 18%         | 12%                | 12%         | 8%               | 18%                                 |
| Minor disturbances,<br>I can hear nearly<br>everything                 | 32               | 20          | 18                 | 18          | 17               | 21                                  |
| Major disturbances,<br>but I can follow<br>the program<br>fairly well  | 28               | 29          | 27                 | 27          | 46               | 30                                  |
| Heavy disturbances,<br>I can hear only<br>little or hardly<br>anything | 21               | 44          | 49                 | 52          | 33               | 39                                  |
|  | <u>111%</u>      | <u>111%</u> | <u>106%</u>        | <u>109%</u> | <u>104%</u>      | <u>108%</u>                         |

Since, as we have already noted, reception varies with wavelength utilized, the following presentation is offered for consideration although it is realized that the already limited number of cases are being further reduced by addition of another factor. While not (statistically speaking) completely reliable, they are indicative, and worthy of study.

From the following table it can be observed that reception conditions in Brandenburg are better than in the other Laender over F. H. or over medium wave. .

While with the number of cases it is difficult to say where long wave reception is best, the worst long wave reception appears to be in Mecklenburg.

③ Figures add up to more than 100% because some respondents listen to RIAS over various wave lengths.





RIAS Reception By Wave Length and Laender  
(Asked of RIAS Listeners Only)

|   | Branden-<br>burg  | Sachsen           | Sachsen/<br>Anhalt | Thueringen        | Mecklen-<br>burg  |
|---|-------------------|-------------------|--------------------|-------------------|-------------------|
| <u>Reception over</u><br><u>Frequency Modulation:</u>         | ( 7 )             | ( 9 )             | ( 7 )              | ( 5 )             | ( 3 )             |
| No difficulties, clear reception                              | 86%               | 55%               | 28%                | 80%               | 33%               |
| Minor disturbances, I can hear nearly everything              | 14                | 22                | 43                 | 20                | 34                |
| Major disturbances, but I can follow the program fairly well  | -                 | 23                | 29                 | -                 | 33                |
| Heavy disturbances, I can hear only little or hardly anything | <u>-</u><br>100%  | <u>-</u><br>100%  | <u>-</u><br>100%   | <u>-</u><br>100%  | <u>-</u><br>100%  |
| <u>Reception over</u><br><u>Medium Wave:</u>                  | (54)              | (49)              | (41)               | (25)              | (20)              |
| No difficulties, clear reception                              | 18%               | 8%                | 10%                | -%                | 5%                |
| Minor disturbances, I can hear nearly everything              | 31                | 6                 | 7                  | 12                | 15                |
| Major disturbances, but I can follow the program fairly well  | 30                | 33                | 27                 | 24                | 45                |
| Heavy disturbances, I can hear only little or hardly anything | <u>21</u><br>100% | <u>53</u><br>100% | <u>56</u><br>100%  | <u>64</u><br>100% | <u>35</u><br>100% |
| <u>Reception over</u><br><u>Long Wave:</u>                    | ( 2 )             | (15)              | ( 6 )              | ( 6 )             | ( 2 )             |
| No difficulties, clear reception                              | 50%               | 20%               | -%                 | -%                | -%                |
| Minor disturbances, I can hear nearly everything              | -                 | 53                | 50                 | 33                | -                 |
| Major disturbances, but I can follow the program fairly well  | -                 | 7                 | 17                 | 50                | 50                |
| Heavy disturbances, I can hear only little or hardly anything | <u>50</u><br>100% | <u>20</u><br>100% | <u>33</u><br>100%  | <u>17</u><br>100% | <u>50</u><br>100% |



THE BETTER RIAS RECEPTION, THE GREATER THE LIKELIHOOD THAT ITS LISTENERS WILL NAME IT AS THEIR FAVORITE STATION

The importance of reception as a factor in determining liking for RIAS is seen in the following table, which shows that the percentage of RIAS listeners naming RIAS as their favorite station increases in direct proportion with their evaluation of the quality of reception.

Listening to RIAS by Reception  
(Asked of RIAS Listeners Only)

|   | <u>RIAS</u><br><u>Listeners</u><br><u>Who Like</u><br><u>RIAS Best</u> | <u>RIAS</u><br><u>Listeners Who</u><br><u>Prefer Another</u><br><u>Station</u> | <u>No. of</u><br><u>cases</u> |
|---|--|--|-------------------------------|
| No difficulties, clear reception                              | 51%  | 49%...100%   | (41)                          |
| Minor disturbances, I can hear nearly everything              | 46   | 54 ...100%   | (52)                          |
| Major disturbances, but I can follow the program fairly well  | 36   | 64 ...100%   | (69)                          |
| Heavy disturbances, I can hear only little or hardly anything | 21   | 79 ...100%   | (91)                          |

RIAS RECEPTION CONSIDERED WORSE IN PAST SIX MONTHS

The majority of the RIAS listeners (51%) considered the reception to be about the same now as it was some six months ago, however, a third (35%) thought that it had worsened to some degree, whereas only a tenth (11%) thought it had improved.

"How is the reception of RIAS lately, let's say, during the past six months, is it improved, worsened or is it unchanged?"

|                      |             |
|----------------------|-------------|
| Very much improved   | 1% } 11%    |
| Somewhat improved    | 10 }        |
| Unchanged            | 51          |
| Somewhat worsened    | 14 } 35%    |
| Very much worsened   | 21 }        |
| No opinion/No answer | 3           |
|                      | <u>100%</u> |



### Section 3 - RIAS Effectiveness

#### OVERWHELMING MAJORITY SEE RIAS EFFECTIVE IN REFUTING EASTERN PROPAGANDA

Almost three-quarters of the RIAS listeners (73%) said that they considered RIAS to be either "very effective" or "fairly effective" in refuting Eastern propaganda; hardly more than one out of ten (13%) thought that it was but "slightly effective" or "not effective at all."

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

|                         |      |       |
|-------------------------|------|-------|
| Very effective          | 49%  | } 73% |
| Fairly effective        | 24   |       |
| Only slightly effective | 10   |       |
| Not effective at all    | 3    |       |
| No opinion/No answer    | 14   |       |
|                         | 100% |       |

#### TRUTHFUL INFORMATION, UNAVAILABLE IN THE EAST ADVANCED AS MAIN REASONS FOR RIAS' EFFECTIVENESS

From the "free" answers advanced by the East Zone visitors as to why they replied as they did to the previous question on whether they felt RIAS was effective in refuting Communist propaganda may be seen the basis for the value RIAS' listeners place on the station.

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

IF "Very effective" or "Fairly effective":

"Why do you consider RIAS to be (very) (fairly) effective in this respect?"

Based upon  
RIAS Listeners

Because RIAS reports objectively and truthfully

29%

"RIAS news programs are true to fact, and the truth always carries weight."

"They tell the truth over RIAS, and that's why the Communists cannot deceive us."

"The RIAS programs certainly are effective, for they record developments faithfully."

"RIAS speaks up, whether things are good or bad. RIAS will always report truthfully. And this faithful sticking to the truth is a thing that impresses all of us."

"Because RIAS doesn't tell such lies as our stations do. What RIAS broadcasts is true."

"Through RIAS we learn how things actually stand; what the East tells us is just a bunch of lies."

(Cont'd on next page)



Because RIAS supplies information kept from us.

16%

"It's because RIAS has good sources of information at its disposal from which it learns all that is kept from us. I mean, all those goings-on within the DDR-government."

"RIAS unearths everything. It reports on the machinations occurring in the East of which we are kept ignorant."

"Because one learns things over RIAS which we have no chance of hearing over there. In the East Zone all news is one-sided, and therefore we turn a deaf ear to it."

"Because RIAS informs its listeners on a thing a few days before it breaks in the East Zone."

Because RIAS succeeds in refuting the arguments brought forward by Eastern propagandists

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"RIAS brings detailed reports on the motives behind the so-called noble intentions the Pankow government claims to harbor towards Bonn. It reveals Pankow's duplicity. In that way we learned that it's not the West who is out to perpetuate the division of Germany, but that it's the East who is double-dealing."

"RIAS calmly counters the agitation that's carried on against America in our Zone. It informs us that America is most willing to help us East Zone residents."

"RIAS always acts fast in denying some false report, so people over there in the East Zone can keep tab on developments; just take those management-labor disputes which resulted in strikes, our stations cooked up the reports in such a manner that we don't believe a word of the stuff the East Zone speakers feed to us any more."

"While the DDR uses things for political window dressing, we learn from RIAS what actually is at stake."

Although RIAS is successful, it occasionally agitates

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"As a rule, they enlighten people on the goings-on, but they also tell lies occasionally."

"There is no doubt about RIAS being effective, it informs us on the situation of the East, but it should not agitate in such a clumsy manner. It should leave that to the Eastern stations."

"Occasionally RIAS is awfully aggressive. That's not good, for thus it appears to be spiteful."

Because RIAS boosts the morale of East Zone residents

4

"RIAS attends to our interests and bolsters our courage. It's all right what they broadcast. We do not want to hear anything else."

"Because RIAS offers a great many programs which serve to encourage us. Those programs inspire us with hope and courage."

"RIAS does a lot of good to my nerves. All this Eastern propaganda makes me feel positively ill."

(Cont'd on next page)





(Cont'd from preceding page)

Based upon  
RIAS Listeners

Because RIAS is our only link with the outside  
(Western) world

4%

"It's our only connection with the West, as it is too dangerous to keep publications of any kind."

"Even die-hard Communists listen to RIAS. Tuning in to RIAS is the only chance we have to keep in contact with the outside world."

Other answers

2

No opinion/No answer

2  
80%<sup>a</sup>

ONLY MINOR CRITICISM THAT RIAS IS NOT OBJECTIVE OR TRUTHFUL

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

IF "Only slightly effective" or "Not effective at all":  
"Why do you consider RIAS to be (only slightly effective) (or not effective at all) in this respect?"

Based Upon  
RIAS Listeners

Because RIAS does not report objectively or truthfully

5%

"RIAS has laid it on much too thick of late. It agitates too much and does not report objectively."

"RIAS is too aggressive as far as politics is concerned, and thus it provokes many people. SFB is much more objective and that's why it appeals more strongly to my friends. Listening to RIAS you always have the feeling that it makes propaganda at any cost."

"I found that in some programs there were some errors. The reports weren't quite true to fact."

"We noticed that RIAS does not always quite stick to the truth. I'm sure they do not tell deliberate lies, but they rely on news they get from dubious people, and that makes you feel skeptical."

Because RIAS is badly jammed

3

"It's impossible to hear the RIAS programs clearly. Those interfering stations make such a racket that you get a headache if you listen to it for some time."

"That radio station in Leipzig jams RIAS so badly that its programs aren't effective any longer."

Other answers

1

"RIAS refutes arguments in too superficial a way. To get anywhere, RIAS ought to supply more authoritative material."

"I just cannot stand that blasted church propaganda any longer. They carry on propaganda for the Yanks and the Catholics only. Nobody believes this stuff any longer."

No opinion/No answer

7  
16%<sup>a</sup>

<sup>a</sup> Some respondents gave more than one answer.



### Part III - Listeners to VOA

#### Section 1 - Frequency and Means of Listening

##### TWO-THIRDS LISTEN TO THE VOA

Approximately two-thirds of the East Zoners (65%) said that they occasionally listened to the "Voice of America". Direct comparison of this figure with the percentages obtained for RIAS, NWDR, etc. should not be made since a different wording was used for the other stations. ("What radio station do you tune in most often?"). Identical questions were not used as the "Voice of America" is not a separate, identifiable station in the eyes of most Germans, but rather a program carried over known radio stations, such as RIAS, Radio Frankfurt, Radio Munich, Radio Stuttgart, Radio Bremen, etc. With this general phrasing, the largest identifiable group could be obtained to whom more precise questions might later be put.

"Do you occasionally listen to the program of the  
'Voice of America'?" (Asked of all)

|     |             |
|-----|-------------|
| Yes | 65%         |
| No  | 35          |
|     | <u>100%</u> |

##### HALF OF VOA AUDIENCE LISTENS AT LEAST SEVERAL TIMES A WEEK

Slightly over half (52%) of those who say that they occasionally listen to the "Voice of America" program state that they listen at least several times a week to the program. An additional 22%, making almost three-quarters of the total, say that they listen at least once a week.

"Approximately how often do you tune it in?"  
(Asked of VOA listeners only)

|                         |             |       |
|-------------------------|-------------|-------|
| Daily                   | 22%         | } 52% |
| Two to six times a week | 30          |       |
| Once a week, several    |             |       |
| times a month           | 22          |       |
| More seldom             | 26          |       |
| Don't know              |             |       |
|                         | <u>100%</u> |       |



# RIAS CHIEF CHANNEL FOR HEARING VOA

Seven out of ten VOA listeners hear the program over RIAS (70%), while another quarter (24%) listen to it over other West German stations - such as Radio Munich, Frankfurt, or Stuttgart.

"Do you hear it over the RIAS station, Radio Munich or some other radio station?" (Asked of VOA listeners only)

|                           |             |
|---------------------------|-------------|
| RIAS                      | 70%         |
| Some other radio stations | 24          |
| Don't know                | 9           |
|                           | <u>103%</u> |

STATION OVER WHICH VOA HEARD VARIES BY LAND (ALMOST EVERYONE IN BRANDENBURG USES RIAS)

The proportion of VOA listeners hearing the program over RIAS varies considerably according to the Land from which they come. In Brandenburg almost everyone (94%) listens to the VOA over RIAS, while 4% name other stations. In Thuringen, however, only a little over half (57%) use RIAS, while a third (33%) use other West German stations.

## Station Over Which Respondent Listens to VOA by Laender (Asked of VOA Listeners Only)

|                              | East Zone<br>Listeners Generally<br>(258) | Branden-<br>burg<br>(54) | Sachsen<br>(77) | Sachsen/<br>Anhalt<br>(55) | Thuer-<br>ingen<br>(42) | Mecklen-<br>burg<br>(30) |
|------------------------------|---|--------------------------|-----------------|----------------------------|-------------------------|--------------------------|
| RIAS                         | 70%                                       | 94%                      | 68%             | 62%                        | 57%                     | 67%                      |
| Some other radio<br>stations | 24  | 4                        | 31              | 27                         | 33                      | 23                       |
| Don't know which<br>station  | 9   | 4                        | 8               | 11                         | 14                      | 10                       |
|                              | <u>103%</u>                               | <u>102%</u>              | <u>107%</u>     | <u>100%</u>                | <u>104%</u>             | <u>100%</u>              |

© Some respondents listen to more than one station.



## Section 2 - Reception

### THREE-QUARTERS OF VOA LISTENERS CAN FOLLOW THE PROGRAM, DESPITE DISTURBANCES

While somewhat under half (46%) of the VOA listeners report good reception, i.e. no disturbances, or only minor ones, an additional 28% although reporting major disturbances say they can still follow the program fairly well. Thus only one-quarter (26%) say they find real trouble trying to hear the VOA.

"And how do you find reception of the 'Voice of America'?"

|   |             |       |
|---|-------------|-------|
| No difficulties, clear reception                                | 17%         | } 46% |
| Minor disturbances, I can hear nearly everything                | 29          |       |
| Major disturbances, but I can follow the program fairly well    | 28          |       |
| Heavy disturbances, I can hear only a little or hardly anything | 26          |       |
|   | <u>100%</u> |       |

### VOA RECEPTION ALSO BEST IN BRANDENBURG

As was reported by RIAS listeners, reception of the VOA program appears to be better, by far, in Brandenburg than in any of the other Laender. In Brandenburg 63% report no trouble or only minor disturbances. This is some 15 - 20 percentage points better than is reported in Sachsen/Anhalt, and Sachsen, and about twice as good as that reported in Thueringen or Mecklenburg. The heaviest disturbances are reported in Sachsen, where 35% say they can only hear a little or hardly anything.

#### Reception of VOA by Laender (Asked of VOA Listeners Only)

|   | East Zone<br>Listeners Generally<br>(258) | Brandenburg<br>(54) | Sachsen<br>(77) | Sachsen/<br>Anhalt<br>(55) | Thueringen<br>(42) | Mecklen-<br>burg<br>(30) |
|---|---|---------------------|-----------------|----------------------------|--------------------|--------------------------|
| No difficulties, clear reception                                | 17%                                       | 24%                 | 17%             | 16%                        | 10%                | 13%                      |
| Minor disturbances, I can hear nearly everything                | 29  | 39                  | 27              | 33                         | 21                 | 20                       |
| Major disturbances, but I can follow the program fairly well    | 28  | 26                  | 21              | 22                         | 40                 | 47                       |
| Heavy disturbances, I can hear only a little or hardly anything | 26  | 11                  | 35              | 29                         | 29                 | 20                       |
|   | <u>100%</u>                               | <u>100%</u>         | <u>100%</u>     | <u>100%</u>                | <u>100%</u>        | <u>100%</u>              |





VOA RECEPTION SOMEWHAT BETTER OVER WEST GERMAN STATIONS THAN OVER RIAS

Whereas slightly over half of those who listen to the VOA over West German stations (55%) say that they have either no difficulties, or only minor disturbances, slightly under half (45%) of those who listen over RIAS report reception to be that good. This factor helps explain the small advantage VOA reception appears to have over RIAS.

Station Over Which Respondent Listens to VOA  
(Asked of VOA Listeners Only)

|   | <u>RIAS</u><br>(181) | <u>Some other<br/>radio stations</u><br>(62) | <u>Don't know<br/>which station</u><br>(23) |
|---|----------------------|--|---|
| <u>Reception of VOA:</u>                                      |                      |  |   |
| No difficulties, clear reception                              | 15%)                 | 28%)   | 9%)   |
| Minor disturbances, I can nearly hear everything              | 30 )                 | 27 )   | 13 )  |
|   | 45%                  | 55%  | 22%   |
| Major disturbances, but I can follow the program fairly well  | 27                   | 29   | 39  |
| Heavy disturbances, I can hear only little or hardly anything | 28                   | 16   | 39  |
|   | 100%                 | 100%   | 100%  |



## Part IV - Listeners to the BBC

### Section 1 - Frequency of Listening

#### MAJORITY LISTEN TO THE BBC

Over half of the East Zone visitors are listeners to the BBC (55%). Fifty-four per cent (54%) listen to the German language broadcasts, and four per cent (4%) listen to the English language broadcasts. There is some overlap here since a number of individuals listened to both the German and the English broadcasts of the BBC.

"Do you sometimes also listen to the program of Radio London, the so-called British Broadcasting Corporation or BBC? (If "Yes": To German language programs or to English language programs?)" (Asked of all radio listeners)

|                                |             |
|--------------------------------|-------------|
| Yes, German language programs  | 54%         |
| Yes, English language programs | 4           |
| No                             | 45          |
|                                | <u>103%</u> |

#### ABOUT HALF ARE FREQUENT LISTENERS

Almost half (48%) of those who do listen to the BBC do so at least several times a week. This figure is slightly under that noted earlier for the VOA (52%) and considerably less than found for RIAS (78%).

"Approximately how often do you listen to these programs?"

|                            |             |       |
|----------------------------|-------------|-------|
| Daily                      | 16%)        |       |
| Two to six times a week    | 32          | ) 48% |
| Once a week, several times |             |       |
| a month                    | 26          |       |
| More seldom                | 26          |       |
| Don't know                 | *           |       |
|                            | <u>100%</u> |       |

### Section 2 - Reception

#### THREE-QUARTERS OF BBC LISTENERS FIND LITTLE OR NO TROUBLE IN HEARING THE PROGRAMS

The BBC signal evidently has little trouble penetrating East Germany for three-quarters of the BBC listeners (73%) report no difficulties or only minor disturbances when listening to the program. This figure is considerably higher than reported by VOA listeners (46%) or by RIAS listeners.

"And how do you find reception of the BBC program?"

|                                  |             |       |
|----------------------------------|-------------|-------|
| No difficulties, clear reception | 32%)        |       |
| Minor disturbances, I can hear   |             | } 73% |
| nearly everything                | 41          |       |
| Major disturbances, but I can    |             |       |
| follow the program fairly well   | 19          |       |
| Heavy disturbances, I can hear   |             |       |
| only little or hardly anything   | 8           |       |
| Don't know                       | *           |       |
|                                  | <u>100%</u> |       |

\* Less than one half of one per cent.

© Some respondents listened to the German and the English broadcasts.



A P P E N D I X    A

Comparisons of RIAS, VOA, and BBC



Comparisons of RIAS, VOA, and BBC

|                                       | <u>RIAS</u><br>(231) | <u>VOA</u><br>(258) | <u>BBC</u><br>(218) |
|---------------------------------------|----------------------|---------------------|---------------------|
| <u>Listeners</u> (as % of sample)     | +                    | 65%                 | 55%                 |
| <u>Frequency of Listening</u>         |                      |                     |                     |
| Daily                                 | 59%                  | 22%                 | 16%                 |
| Two to six times a week               | 19                   | 30                  | 32                  |
| Once a week, several<br>times a month | 8                    | 22                  | 26                  |
| More seldom                           | 13                   | 26                  | 26                  |
| Don't know                            | <u>1</u><br>100%     | <u>-</u><br>100%    | <u>*</u><br>100%    |

Reception

|   |                  |                  |                  |
|---|------------------|------------------|------------------|
| No difficulties, clear<br>reception                                 | 16%              | 17%              | 32%              |
| Minor disturbances, I<br>can hear nearly<br>everything              | 21               | 29               | 41               |
| Major disturbances, I<br>can follow the pro-<br>gram fairly well    | 27               | 28               | 19               |
| Heavy disturbances, I<br>can hear only little<br>or hardly anything | 36               | 26               | 8                |
| Don't know  | <u>-</u><br>100% | <u>-</u><br>100% | <u>*</u><br>100% |

+ Comparison not valid, due to use of different question.

\* Less than one half of one per cent.





# Composition of Audience

|                               | <u>RIAS</u> | <u>VOA</u> | <u>BBC</u> |
|-------------------------------|-------------|------------|------------|
| <u>Sex:</u>                   |             |            |            |
| Men                           | 62%         | 61%        | 67%        |
| Women                         | <u>38</u>   | <u>39</u>  | <u>32</u>  |
|                               | 100%        | 100%       | 100%       |
| <u>Education:</u>             |             |            |            |
| Elementary school             | 55%         | 53%        | 50%        |
| Beyond elementary             | <u>45</u>   | <u>47</u>  | <u>50</u>  |
|                               | 100%        | 100%       | 100%       |
| <u>Age:</u>                   |             |            |            |
| Up to 24 years                | 22%         | 20%        | 25%        |
| 25 to 34 years                | 24          | 23         | 29         |
| 35 to 44 years                | 14          | 13         | 14         |
| 45 to 54 years                | 22          | 24         | 19         |
| 55 to 64 years                | 13          | 15         | 9          |
| 65 years and over             | <u>5</u>    | <u>5</u>   | <u>4</u>   |
|                               | 100%        | 100%       | 100%       |
| <u>Occupation:</u>            |             |            |            |
| Professionals                 | 11%         | 10%        | 11%        |
| Businessmen                   | 8           | 9          | 9          |
| White-collar workers          | 16          | 16         | 16         |
| Skilled laborers              | 19          | 17         | 20         |
| Semi-skilled laborers         | 4           | 5          | 5          |
| Domestic service              | 3           | 2          | 1          |
| Farmers, farmhands            | 3           | 4          | 5          |
| Housewives                    | 21          | 21         | 15         |
| Unemployed                    | -           | -          | -          |
| Pensioners; retired           | 3           | 4          | 4          |
| Students, pupils, apprentices | <u>12</u>   | <u>12</u>  | <u>14</u>  |
|                               | 100%        | 100%       | 100%       |
| <u>City Size:</u>             |             |            |            |
| Up to 1,999                   | 13%         | 14%        | 12%        |
| 2,000 to 4,999                | 9           | 9          | 7          |
| 5,000 to 9,999                | 14          | 13         | 11         |
| 10,000 to 24,999              | 12          | 11         | 10         |
| 25,000 to 49,999              | 12          | 12         | 14         |
| 50,000 to 99,999              | 5           | 5          | 8          |
| 100,000 and more              | <u>35</u>   | <u>36</u>  | <u>38</u>  |
|                               | 100%        | 100%       | 100%       |
| <u>Land:</u>                  |             |            |            |
| Brandenburg                   | 25%         | 21%        | 13%        |
| Sachsen                       | 29          | 30         | 34         |
| Sachsen/Anhalt                | 22          | 21         | 24         |
| Thueringen                    | 14          | 16         | 17         |
| Mecklenburg                   | <u>10</u>   | <u>12</u>  | <u>12</u>  |
|                               | 100%        | 100%       | 100%       |



A P P E N D I X    B

Population Breaks



"Approximately how often do you listen to RIAS?"

|                                 | <u>All RIAS Listeners</u> |                         |   |                               |                   | <u>No. of cases</u> |
|---------------------------------|---------------------------|-------------------------|---|-------------------------------|-------------------|---------------------|
|                                 | <u>Daily</u>              | <u>2-6 times a week</u> | <u>Once a week, several times a month</u> | <u>Less than once a month</u> | <u>Don't know</u> |                     |
| <u>RIAS Listeners</u>           | 59%                       | 19%                     | 8%  | 13%                           | 1%...100%         | 231                 |
| <u>Sex:</u>                     |                           |                         |   |                               |                   |                     |
| Men                             | 54                        | 21                      | 8   | 15                            | 2                 | 143                 |
| Women                           | 67                        | 15                      | 8   | 10                            | -                 | 88                  |
| <u>Education:</u>               |                           |                         |   |                               |                   |                     |
| Elementary school               | 64                        | 17                      | 6   | 13                            | -                 | 127                 |
| Beyond elementary               | 51                        | 21                      | 11  | 14                            | 3                 | 104                 |
| <u>Age:</u>                     |                           |                         |   |                               |                   |                     |
| 18 to 24 years                  | 42                        | 28                      | 10  | 16                            | 4                 | 50                  |
| 25 to 34 years                  | 53                        | 24                      | 7   | 16                            | -                 | 55                  |
| 35 to 44 years                  | 52                        | 15                      | 12  | 18                            | 3                 | 33                  |
| 45 to 54 years                  | 65                        | 15                      | 10  | 10                            | -                 | 52                  |
| 55 to 64 years                  | 80                        | 10                      | 3   | 7                             | -                 | 30                  |
| 65 years and over               | 100                       | -                       | -   | -                             | -                 | 11                  |
| <u>Occupation:</u>              |                           |                         |   |                               |                   |                     |
| Professionals                   | 56                        | 8                       | 12  | 20                            | 4                 | 25                  |
| Businessmen                     | 85                        | 5                       | 5   | 5                             | -                 | 19                  |
| White-collar workers            | 56                        | 19                      | 17  | 8                             | -                 | 36                  |
| Skilled laborers                | 51                        | 23                      | -   | 26                            | -                 | 43                  |
| Semi-skilled laborers           | 56                        | 38                      | 6   | -                             | -                 | 16                  |
| Farmers                         | 74                        | 13                      | 13  | -                             | -                 | 8                   |
| Housewives                      | 70                        | 10                      | 8   | 12                            | -                 | 49                  |
| Unemployed; pensioners; retired | 71                        | 29                      | -   | -                             | -                 | 7                   |
| Students; pupils                | 36                        | 32                      | 11  | 14                            | 7                 | 28                  |
| <u>City Size:</u>               |                           |                         |   |                               |                   |                     |
| Up to 1,999                     | 65                        | 19                      | 10  | 6                             | -                 | 31                  |
| 2,000 to 4,999                  | 63                        | 23                      | 5   | 9                             | -                 | 22                  |
| 5,000 to 24,999                 | 57                        | 19                      | 2   | 20                            | 2                 | 59                  |
| 25,000 to 99,999                | 59                        | 10                      | 15  | 13                            | 3                 | 39                  |
| 100,000 and more                | 57                        | 20                      | 10  | 12                            | 1                 | 80                  |
| <u>Land:</u>                    |                           |                         |   |                               |                   |                     |
| Brandenburg                     | 74                        | 21                      | -   | 5                             | -                 | 57                  |
| Sachsen                         | 56                        | 21                      | 6   | 15                            | 2                 | 66                  |
| Sachsen/Anhalt                  | 58                        | 12                      | 14  | 14                            | 2                 | 51                  |
| Thuringen                       | 43                        | 18                      | 18  | 18                            | 3                 | 33                  |
| Mecklenburg                     | 54                        | 21                      | 8   | 17                            | -                 | 24                  |
| <u>Distance from Berlin:</u>    |                           |                         |   |                               |                   |                     |
| Up to 100 kilometers            | 73                        | 22                      | -   | 5                             | -                 | 63                  |
| 101 - 200 kilometers            | 57                        | 14                      | 11  | 18                            | -                 | 110                 |
| 201 kilometers and more         | 46                        | 23                      | 12  | 14                            | 5                 | 58                  |



"At what time of the day do you usually listen to RIAS?"

|                                 | <u>All RIAS Listeners</u> |                    |                         | <u>No. of cases</u> |
|---------------------------------|---------------------------|--------------------|-------------------------|---------------------|
|                                 | <u>In the morning</u>     | <u>At noontime</u> | <u>In the evening</u>   |                     |
| <u>RIAS Listeners</u>           | 38%                       | 23%                | 77%...138% <sup>@</sup> | 231                 |
| <u>Sex:</u>                     |                           |                    |                         |                     |
| Men                             | 38                        | 22                 | 76 ...136               | 143                 |
| Women                           | 39                        | 25                 | 78 ...142               | 88                  |
| <u>Education:</u>               |                           |                    |                         |                     |
| Elementary school               | 38                        | 27                 | 76 ...141               | 127                 |
| Beyond elementary               | 39                        | 18                 | 77 ...134               | 104                 |
| <u>Age:</u>                     |                           |                    |                         |                     |
| 18 to 24 years                  | 36                        | 18                 | 74 ...128               | 50                  |
| 25 to 34 years                  | 31                        | 20                 | 85 ...136               | 55                  |
| 35 to 44 years                  | 49                        | 21                 | 70 ...140               | 33                  |
| 45 to 54 years                  | 31                        | 17                 | 87 ...135               | 52                  |
| 55 to 64 years                  | 53                        | 37                 | 63 ...153               | 30                  |
| 65 years and over               | 45                        | 55                 | 54 ...154               | 11                  |
| <u>Occupation:</u>              |                           |                    |                         |                     |
| Professionals                   | 44                        | 24                 | 64 ...132               | 25                  |
| Businessmen                     | 52                        | 37                 | 79 ...168               | 19                  |
| White-collar workers            | 33                        | 22                 | 72 ...127               | 36                  |
| Skilled laborers                | 35                        | 16                 | 84 ...135               | 43                  |
| Semi-skilled laborers           | 50                        | 19                 | 75 ...144               | 16                  |
| Farmers                         | 12                        | 37                 | 63 ...112               | 8                   |
| Housewives                      | 39                        | 24                 | 80 ...143               | 49                  |
| Unemployed; pensioners; retired | 29                        | 28                 | 86 ...143               | 7                   |
| Students; pupils                | 36                        | 18                 | 78 ...132               | 28                  |
| <u>City Size:</u>               |                           |                    |                         |                     |
| Up to 1,999                     | 42                        | 42                 | 78 ...162               | 31                  |
| 2,000 to 4,999                  | 23                        | 32                 | 77 ...132               | 22                  |
| 5,000 to 24,999                 | 34                        | 13                 | 83 ...130               | 59                  |
| 25,000 to 99,999                | 43                        | 26                 | 67 ...136               | 39                  |
| 100,000 and more                | 42                        | 19                 | 77 ...138               | 80                  |
| <u>Land:</u>                    |                           |                    |                         |                     |
| Brandenburg                     | 48                        | 37                 | 91 ...176               | 57                  |
| Sachsen                         | 39                        | 17                 | 74 ...130               | 66                  |
| Sachsen/Anhalt                  | 27                        | 22                 | 71 ...120               | 51                  |
| Thuringen                       | 33                        | 21                 | 67 ...121               | 33                  |
| Mecklenburg                     | 42                        | 12                 | 75 ...129               | 24                  |
| <u>Distance from Berlin:</u>    |                           |                    |                         |                     |
| Up to 100 kilometers            | 45                        | 30                 | 88 ...163               | 63                  |
| 101 - 200 kilometers            | 41                        | 21                 | 74 ...136               | 110                 |
| 201 kilometers and more         | 26                        | 19                 | 67 ...112               | 58                  |

<sup>@</sup> Some respondents listened to RIAS several times during the day.





"And over which wave-length do you tune in?"

|                                 | <u>All RIAS Listeners</u>   |                    |                  |                        | <u>No. of cases</u> |
|---------------------------------|-----------------------------|--------------------|------------------|------------------------|---------------------|
|                                 | <u>Frequency Modulation</u> | <u>Medium Wave</u> | <u>Long Wave</u> | <u>Short Wave</u>      |                     |
| <u>RIAS Listeners</u>           | 16%                         | 78%                | 12%              | 1%...107% <sup>@</sup> | 231                 |
| <u>Sex:</u>                     |                             |                    |                  |                        |                     |
| Men                             | 15                          | 80                 | 14               | 1 ...110               | 143                 |
| Women                           | 17                          | 77                 | 9                | - ...103               | 88                  |
| <u>Education:</u>               |                             |                    |                  |                        |                     |
| Elementary school               | 13                          | 80                 | 11               | 2 ...106               | 127                 |
| Beyond elementary               | 18                          | 78                 | 13               | - ...109               | 104                 |
| <u>Age:</u>                     |                             |                    |                  |                        |                     |
| 18 to 24 years                  | 14                          | 76                 | 20               | 2 ...112               | 50                  |
| 25 to 34 years                  | 18                          | 80                 | 13               | 2 ...113               | 55                  |
| 35 to 44 years                  | 18                          | 76                 | 9                | - ...103               | 33                  |
| 45 to 54 years                  | 13                          | 81                 | 6                | - ...100               | 52                  |
| 55 to 64 years                  | 20                          | 80                 | 10               | - ...110               | 30                  |
| 65 years and over               | -                           | 82                 | 18               | - ...100               | 11                  |
| <u>Occupation:</u>              |                             |                    |                  |                        |                     |
| Professionals                   | 12                          | 72                 | 20               | - ...104               | 25                  |
| Businessmen                     | 16                          | 89                 | 5                | - ...110               | 19                  |
| White-collar workers            | 22                          | 64                 | 17               | - ...103               | 36                  |
| Skilled laborers                | 9                           | 91                 | 7                | 2 ...109               | 43                  |
| Semi-skilled laborers           | 6                           | 81                 | 13               | 6 ...106               | 16                  |
| Farmers                         | 12                          | 88                 | 12               | - ...112               | 8                   |
| Housewives                      | 18                          | 30                 | 4                | - ...102               | 49                  |
| Unemployed; pensioners; retired | 29                          | 86                 | 14               | - ...129               | 7                   |
| Students; retired               | 18                          | 71                 | 25               | - ...114               | 28                  |
| <u>City Size:</u>               |                             |                    |                  |                        |                     |
| Up to 1,999                     | 6                           | 87                 | 10               | - ...103               | 31                  |
| 2,000 to 4,999                  | 9                           | 86                 | 9                | - ...104               | 22                  |
| 5,000 to 24,999                 | 12                          | 85                 | 5                | 2 ...104               | 59                  |
| 25,000 to 99,999                | 23                          | 72                 | 8                | 3 ...106               | 39                  |
| 100,000 and more                | 20                          | 73                 | 22               | - ...115               | 80                  |
| <u>Land:</u>                    |                             |                    |                  |                        |                     |
| Brandenburg                     | 14                          | 89                 | 4                | - ...107               | 57                  |
| Sachsen                         | 17                          | 71                 | 19               | 2 ...109               | 66                  |
| Sachsen/Anhalt                  | 14                          | 76                 | 12               | 2 ...104               | 51                  |
| Thuringen *                     | 18                          | 76                 | 15               | - ...109               | 33                  |
| Mecklenburg                     | 17                          | 83                 | 8                | - ...108               | 24                  |
| <u>Distance from Berlin:</u>    |                             |                    |                  |                        |                     |
| Up to 100 kilometers            | 13                          | 87                 | 5                | - ...105               | 63                  |
| 101 - 200 kilometers            | 17                          | 78                 | 16               | 2 ...113               | 110                 |
| 201 kilometers and more         | 15                          | 73                 | 14               | - ...102               | 58                  |

@ Some respondents listened to RIAS over various wave-lengths.



"How is the reception of RIAS lately, let's say, during the past six months, is it improved, worsened or is it unchanged?"

|                                    | <u>All RIAS Listeners</u> |                        |                 |                       | <u>No. of cases</u> |
|------------------------------------|---------------------------|------------------------|-----------------|-----------------------|---------------------|
|                                    | <u>Im-<br/>proved</u>     | <u>Un-<br/>changed</u> | <u>Worsened</u> | <u>No<br/>opinion</u> |                     |
| <u>RIAS Listeners</u>              | 11%                       | 51%                    | 35%             | 3%...100%             | 231                 |
| <u>Sex:</u>                        |                           |                        |                 |                       |                     |
| Men                                | 9                         | 47                     | 39              | 5                     | 143                 |
| Women                              | 14                        | 55                     | 30              | 1                     | 88                  |
| <u>Education:</u>                  |                           |                        |                 |                       |                     |
| Elementary school                  | 11                        | 53                     | 33              | 3                     | 127                 |
| Beyond elementary                  | 11                        | 48                     | 37              | 4                     | 104                 |
| <u>Age:</u>                        |                           |                        |                 |                       |                     |
| 18 to 24 years                     | 6                         | 44                     | 42              | 8                     | 50                  |
| 25 to 34 years                     | 11                        | 43                     | 42              | 4                     | 55                  |
| 35 to 44 years                     | 9                         | 49                     | 39              | 3                     | 33                  |
| 45 to 54 years                     | 13                        | 56                     | 29              | 2                     | 52                  |
| 55 to 64 years                     | 17                        | 63                     | 20              | -                     | 30                  |
| 65 years and over                  | 9                         | 64                     | 27              | -                     | 11                  |
| <u>Occupation:</u>                 |                           |                        |                 |                       |                     |
| Professionals                      | 16                        | 32                     | 48              | 4                     | 25                  |
| Businessmen                        | 11                        | 58                     | 26              | 5                     | 19                  |
| White-collar workers               | 17                        | 44                     | 39              | -                     | 36                  |
| Skilled laborers                   | 9                         | 46                     | 40              | 5                     | 43                  |
| Semi-skilled laborers              | -                         | 50                     | 44              | 6                     | 16                  |
| Farmers                            | -                         | 87                     | 13              | -                     | 8                   |
| Housewives                         | 16                        | 51                     | 31              | 2                     | 49                  |
| Unemployed; pensioners;<br>retired | -                         | 86                     | 14              | -                     | 7                   |
| Students, pupils                   | 4                         | 57                     | 32              | 7                     | 28                  |
| <u>City Size:</u>                  |                           |                        |                 |                       |                     |
| Up to 1,999                        | 10                        | 64                     | 26              | -                     | 31                  |
| 2,000 to 4,999                     | 9                         | 36                     | 50              | 5                     | 22                  |
| 5,000 to 24,999                    | 12                        | 46                     | 37              | 5                     | 59                  |
| 25,000 to 99,999                   | 13                        | 58                     | 26              | 3                     | 39                  |
| 100,000 and more                   | 10                        | 48                     | 38              | 4                     | 80                  |
| <u>Land:</u>                       |                           |                        |                 |                       |                     |
| Brandenburg                        | 10                        | 69                     | 19              | 2                     | 57                  |
| Sachsen                            | 11                        | 42                     | 44              | 3                     | 66                  |
| Sachsen/Anhalt                     | 14                        | 47                     | 37              | 2                     | 51                  |
| Thuringen                          | 6                         | 49                     | 39              | 6                     | 33                  |
| Mecklenburg                        | 13                        | 42                     | 37              | 8                     | 24                  |
| <u>Distance from Berlin:</u>       |                           |                        |                 |                       |                     |
| Up to 100 kilometers               | 11                        | 63                     | 24              | 2                     | 63                  |
| 101 to 200 kilometers              | 12                        | 47                     | 39              | 2                     | 110                 |
| 201 kilometers and more            | 9                         | 43                     | 39              | 9                     | 58                  |



"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

| <u>All RIAS Listeners</u>          |                                       |  |                                  |                         |
|------------------------------------|---------------------------------------|--|----------------------------------|-------------------------|
|                                    | <u>Very/<br/>fairly<br/>effective</u> | <u>Only slightly<br/>effective/<br/>Not effective<br/>at all</u> | <u>No opinion/<br/>No answer</u> | <u>No. of<br/>cases</u> |
| <u>RIAS Listeners</u>              | 73%                                   | 13%  | 14%...100%                       | 231                     |
| <u>Sex:</u>                        |                                       |  |                                  |                         |
| Men                                | 70                                    | 14   | 16                               | 143                     |
| Women                              | 78                                    | 11   | 11                               | 88                      |
| <u>Education:</u>                  |                                       |  |                                  |                         |
| Elementary school                  | 82                                    | 7  | 11                               | 127                     |
| Beyond elementary                  | 63                                    | 20   | 17                               | 104                     |
| <u>Age:</u>                        |                                       |  |                                  |                         |
| 18 to 24 years                     | 66                                    | 18   | 16                               | 50                      |
| 25 to 34 years                     | 58                                    | 18   | 24                               | 55                      |
| 35 to 44 years                     | 82                                    | 3  | 15                               | 33                      |
| 45 to 54 years                     | 79                                    | 11   | 10                               | 52                      |
| 55 to 64 years                     | 84                                    | 13   | 3                                | 30                      |
| 65 years and over                  | 100                                   | -  | -                                | 11                      |
| <u>Occupation:</u>                 |                                       |  |                                  |                         |
| Professionals                      | 72                                    | 16   | 12                               | 25                      |
| Businessmen                        | 73                                    | 16   | 11                               | 19                      |
| White-collar workers               | 72                                    | 6  | 22                               | 36                      |
| Skilled laborers                   | 82                                    | 9  | 9                                | 43                      |
| Semi-skilled laborers              | 75                                    | 6  | 19                               | 16                      |
| Farmers                            | 87                                    | -  | 13                               | 8                       |
| Housewives                         | 76                                    | 10   | 14                               | 49                      |
| Unemployed; pensioners;<br>retired | 57                                    | 43   | -                                | 7                       |
| Students, pupils                   | 57                                    | 29   | 14                               | 28                      |
| <u>City Size:</u>                  |                                       |  |                                  |                         |
| Up to 1,999                        | 77                                    | 13   | 10                               | 31                      |
| 2,000 to 4,999                     | 72                                    | 14   | 14                               | 22                      |
| 5,000 to 24,999                    | 73                                    | 8  | 19                               | 59                      |
| 25,000 to 99,999                   | 70                                    | 15   | 15                               | 39                      |
| 100,000 and more                   | 74                                    | 15   | 11                               | 80                      |
| <u>Land:</u>                       |                                       |  |                                  |                         |
| Brandenburg                        | 79                                    | 18   | 3                                | 57                      |
| Sachsen                            | 68                                    | 15   | 17                               | 66                      |
| Sachsen/Anhalt                     | 70                                    | 10   | 20                               | 51                      |
| Thueringen                         | 73                                    | 9  | 18                               | 33                      |
| Mecklenburg                        | 79                                    | 8  | 13                               | 24                      |
| <u>Distance from Berlin:</u>       |                                       |  |                                  |                         |
| Up to 100 kilometers               | 77                                    | 18   | 5                                | 63                      |
| 101 to 200 kilometers              | 70                                    | 14   | 16                               | 110                     |
| 201 kilometers and more            | 74                                    | 5  | 21                               | 58                      |



"Do you occasionally listen to the program of the  
'Voice of America'?"

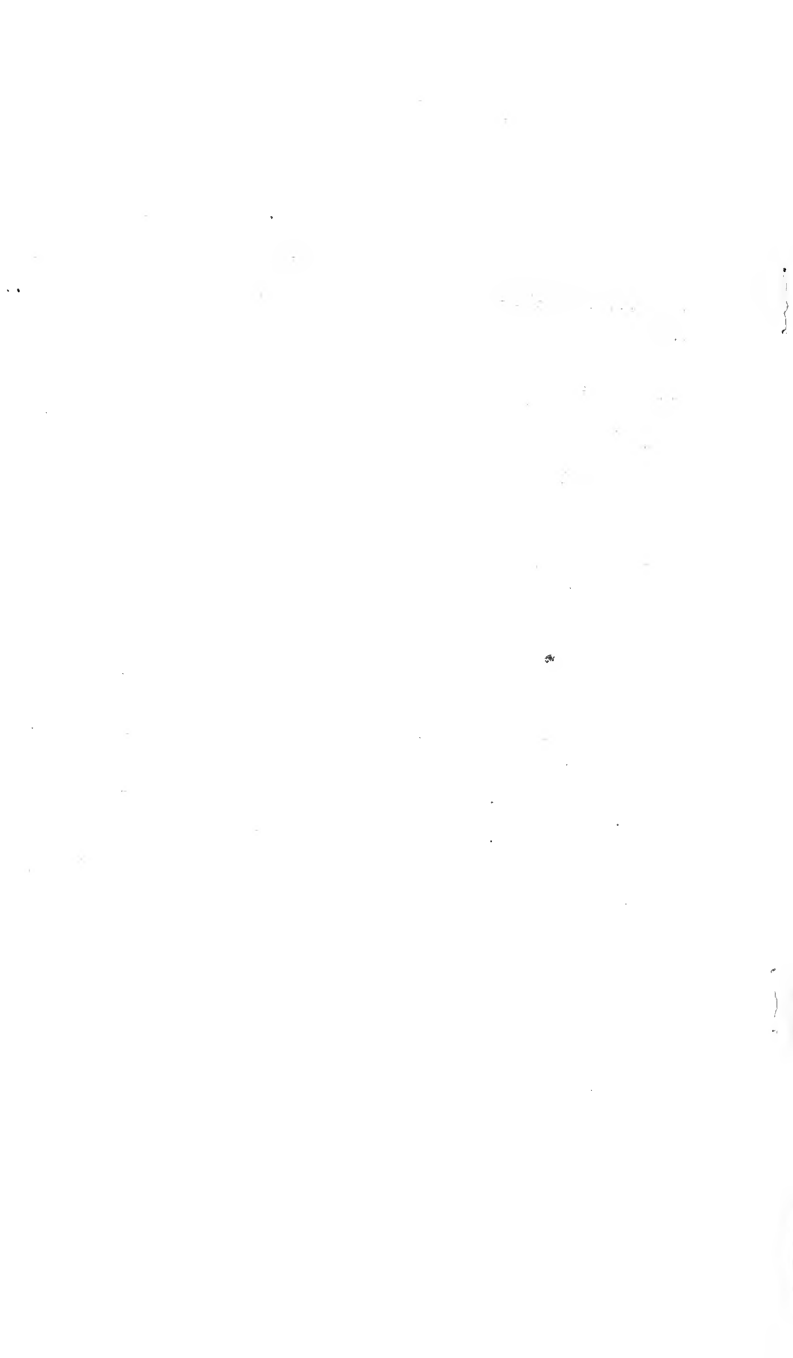
|                                 | <u>All Radio Listeners</u> |            |                     |
|---------------------------------|----------------------------|------------|---------------------|
|                                 | <u>Yes</u>                 | <u>No</u>  | <u>No. of cases</u> |
| <u>All Radio Listeners</u>      | 65%                        | 35%...100% | 399                 |
| <u>Sex:</u>                     |                            |            |                     |
| Men                             | 66                         | 34         | 240                 |
| Women                           | 63                         | 37         | 159                 |
| <u>Education:</u>               |                            |            |                     |
| Elementary school               | 63                         | 37         | 220                 |
| Beyond elementary               | 67                         | 33         | 179                 |
| <u>Age:</u>                     |                            |            |                     |
| 18 to 24 years                  | 55                         | 45         | 95                  |
| 25 to 34 years                  | 65                         | 35         | 91                  |
| 35 to 44 years                  | 62                         | 38         | 55                  |
| 45 to 54 years                  | 68                         | 32         | 91                  |
| 55 to 64 years                  | 77                         | 23         | 49                  |
| 65 years and over               | 72                         | 28         | 18                  |
| <u>Occupation:</u>              |                            |            |                     |
| Professionals                   | 60                         | 40         | 43                  |
| Businessmen                     | 70                         | 30         | 34                  |
| White-collar workers            | 56                         | 44         | 72                  |
| Skilled laborers                | 65                         | 35         | 69                  |
| Semi-skilled laborers           | 62                         | 38         | 29                  |
| Farmers                         | 67                         | 33         | 15                  |
| Housewives                      | 73                         | 27         | 73                  |
| Unemployed; pensioners; retired | 56                         | 44         | 18                  |
| Students, pupils                | 70                         | 30         | 46                  |
| <u>City Size:</u>               |                            |            |                     |
| Up to 1,999                     | 67                         | 33         | 54                  |
| 2,000 to 4,999                  | 64                         | 36         | 36                  |
| 5,000 to 24,999                 | 66                         | 34         | 93                  |
| 25,000 to 99,999                | 62                         | 38         | 73                  |
| 100,000 and more                | 65                         | 35         | 143                 |
| <u>Land:</u>                    |                            |            |                     |
| Brandenburg                     | 90                         | 10         | 60                  |
| Sachsen                         | 61                         | 39         | 127                 |
| Sachsen/Anhalt                  | 57                         | 43         | 96                  |
| Thuringen                       | 61                         | 39         | 69                  |
| Mecklenburg                     | 64                         | 36         | 47                  |
| <u>Distance from Berlin:</u>    |                            |            |                     |
| Up to 100 kilometers            | 82                         | 18         | 68                  |
| 101 to 200 kilometers           | 65                         | 35         | 185                 |
| 201 kilometers and more         | 57                         | 43         | 139                 |
| No opinion/No answer            | 29                         | 71         | 7                   |





"Approximately how often do you tune it in?"

|                                 | <u>All VOA Listeners</u> |                         |   |                    | <u>No. of cases</u> |
|---------------------------------|--------------------------|-------------------------|---|--------------------|---------------------|
|                                 | <u>Daily</u>             | <u>2-6 times a week</u> | <u>Once a week, several times a month</u> | <u>More seldom</u> |                     |
| <u>VOA Listeners</u>            | 22%                      | 30%                     | 22%                                       | 26%...100%         | 258                 |
| <u>Sex:</u>                     |                          |                         |   |                    |                     |
| Men                             | 20                       | 28                      | 27  | 25                 | 157                 |
| Women                           | 25                       | 33                      | 14  | 28                 | 101                 |
| <u>Education:</u>               |                          |                         |   |                    |                     |
| Elementary school               | 24                       | 30                      | 17  | 29                 | 138                 |
| Beyond elementary               | 19                       | 31                      | 28  | 22                 | 120                 |
| <u>Age:</u>                     |                          |                         |   |                    |                     |
| 18 to 24 years                  | 17                       | 19                      | 21  | 43                 | 52                  |
| 25 to 34 years                  | 19                       | 27                      | 34  | 20                 | 59                  |
| 35 to 44 years                  | 26                       | 26                      | 18  | 30                 | 34                  |
| 45 to 54 years                  | 18                       | 48                      | 13  | 21                 | 61                  |
| 55 to 64 years                  | 31                       | 26                      | 20  | 23                 | 39                  |
| 65 years and over               | 31                       | 31                      | 23  | 15                 | 13                  |
| <u>Occupation:</u>              |                          |                         |   |                    |                     |
| Professionals                   | 23                       | 42                      | 27  | 8                  | 26                  |
| Businessmen                     | 29                       | 29                      | 17  | 25                 | 24                  |
| White-collar workers            | 10                       | 28                      | 35  | 27                 | 40                  |
| Skilled laborers                | 18                       | 33                      | 11  | 38                 | 45                  |
| Semi-skilled laborers           | 28                       | 39                      | 33  | -                  | 18                  |
| Farmers                         | 30                       | 20                      | 10  | 40                 | 10                  |
| Housewives                      | 27                       | 32                      | 11  | 30                 | 53                  |
| Unemployed; pensioners; retired | 10                       | 40                      | 40  | 10                 | 10                  |
| Students; pupils                | 25                       | 16                      | 28  | 31                 | 32                  |
| <u>City Size:</u>               |                          |                         |   |                    |                     |
| Up to 1,999                     | 28                       | 28                      | 11  | 33                 | 36                  |
| 2,000 to 4,999                  | 13                       | 27                      | 30  | 30                 | 23                  |
| 5,000 to 24,999                 | 20                       | 21                      | 35  | 24                 | 62                  |
| 25,000 to 99,999                | 22                       | 27                      | 20  | 31                 | 45                  |
| 100,000 and more                | 23                       | 41                      | 15  | 21                 | 92                  |
| <u>Land:</u>                    |                          |                         |   |                    |                     |
| Brandenburg                     | 35                       | 28                      | 22  | 15                 | 54                  |
| Sachsen                         | 19                       | 34                      | 18  | 29                 | 77                  |
| Sachsen/Anhalt                  | 16                       | 33                      | 16  | 35                 | 55                  |
| Thuringen                       | 17                       | 28                      | 31  | 24                 | 42                  |
| Mecklenburg                     | 20                       | 27                      | 27  | 26                 | 30                  |
| <u>Distance from Berlin:</u>    |                          |                         |   |                    |                     |
| Up to 100 kilometers            | 32                       | 32                      | 20  | 16                 | 56                  |
| 101 - 200 kilometers            | 21                       | 28                      | 21  | 30                 | 121                 |
| 201 kilometers and more         | 16                       | 33                      | 25  | 26                 | 81                  |



"Approximately how often do you listen to these programs?"

All BBC Listeners

|                                    | <u>Daily</u> | <u>2-6<br/>times<br/>a week</u> | <u>Once a<br/>week,<br/>several<br/>times a<br/>month</u> | <u>More<br/>seldom</u> | <u>Don't<br/>know</u> | <u>No. of<br/>cases</u> |
|------------------------------------|--------------|---------------------------------|---|------------------------|-----------------------|-------------------------|
| <u>BBC Listeners</u>               | 16%          | 32%                             | 26%   | 26%                    | *%...100%             | 218                     |
| <u>Sex:</u>                        |              |                                 |   |                        |                       |                         |
| Men                                | 18           | 34                              | 20  | 28                     | -                     | 146                     |
| Women                              | 13           | 26                              | 39  | 21                     | 1                     | 72                      |
| <u>Education:</u>                  |              |                                 |   |                        |                       |                         |
| Elementary school                  | 10           | 29                              | 29  | 31                     | 1                     | 109                     |
| Beyond elementary                  | 22           | 35                              | 23  | 20                     | -                     | 109                     |
| <u>Age:</u>                        |              |                                 |   |                        |                       |                         |
| 18 to 24 years                     | 15           | 33                              | 24  | 28                     | -                     | 54                      |
| 25 to 34 years                     | 20           | 23                              | 31  | 26                     | -                     | 65                      |
| 35 to 44 years                     | 17           | 30                              | 27  | 23                     | 3                     | 30                      |
| 45 to 54 years                     | 10           | 41                              | 22  | 27                     | -                     | 41                      |
| 55 to 64 years                     | 16           | 32                              | 31  | 21                     | -                     | 19                      |
| 65 years and over                  | 22           | 45                              | 11  | 22                     | -                     | 9                       |
| <u>Occupation:</u>                 |              |                                 |   |                        |                       |                         |
| Professionals                      | 33           | 21                              | 17  | 29                     | -                     | 24                      |
| Businessmen                        | 21           | 42                              | 21  | 16                     | -                     | 19                      |
| White-collar workers               | 11           | 31                              | 36  | 22                     | -                     | 36                      |
| Skilled laborers                   | 14           | 28                              | 14  | 44                     | -                     | 43                      |
| Semi-skilled laborers              | 14           | 50                              | 22  | 14                     | -                     | 14                      |
| Farmers                            | 10           | 10                              | 40  | 40                     | -                     | 10                      |
| Housewives                         | 9            | 37                              | 33  | 21                     | -                     | 33                      |
| Unemployed; pensioners;<br>retired | 11           | 22                              | 34  | 22                     | 11                    | 9                       |
| Students; pupils                   | 20           | 37                              | 30  | 13                     | -                     | 30                      |
| <u>City Size:</u>                  |              |                                 |   |                        |                       |                         |
| Up to 1,999                        | 8            | 23                              | 23  | 46                     | -                     | 26                      |
| 2,000 to 4,999                     | 6            | 12                              | 38  | 38                     | 6                     | 16                      |
| 5,000 to 24,999                    | 22           | 24                              | 29  | 25                     | -                     | 45                      |
| 25,000 to 99,999                   | 12           | 39                              | 25  | 24                     | -                     | 49                      |
| 100,000 and more                   | 20           | 38                              | 24  | 18                     | -                     | 82                      |
| <u>Land:</u>                       |              |                                 |   |                        |                       |                         |
| Brandenburg                        | 10           | 34                              | 35  | 21                     | -                     | 29                      |
| Sachsen                            | 20           | 34                              | 29  | 17                     | -                     | 75                      |
| Sachsen/Anhalt                     | 15           | 26                              | 19  | 38                     | 2                     | 53                      |
| Thuringen                          | 14           | 31                              | 25  | 30                     | -                     | 36                      |
| Mecklenburg                        | 16           | 36                              | 24  | 24                     | -                     | 25                      |
| <u>Distance from Berlin:</u>       |              |                                 |   |                        |                       |                         |
| Up to 100 kilometers               | 12           | 29                              | 33  | 26                     | -                     | 34                      |
| 101 - 200 kilometers               | 17           | 30                              | 24  | 28                     | 1                     | 119                     |
| 201 kilometers and more            | 17           | 34                              | 28  | 21                     | -                     | 65                      |

\* Less than one half of one per cent.



"Which radio station do you tune in most?"

|                                 | <u>All Radio Listeners</u> |             |                                   |                     | Other<br>Western<br>Stations | No. of<br>cases |
|---------------------------------|----------------------------|-------------|-----------------------------------|---------------------|------------------------------|-----------------|
|                                 | <u>RIAS I&amp;II</u>       | <u>NWDR</u> | <u>Sender<br/>"Freies Berlin"</u> | <u>SuedWestfunk</u> | <u>Eastern<br/>Stations</u>  | <u>BBC</u>      |
|                                 | 58%                        | 62%         | 34%                               | 18%                 | 65%                          | 22%             |
| <u>Sex:</u>                     |                            |             |                                   |                     |                              |                 |
| Men                             | 60                         | 62          | 36                                | 20                  | 67                           | 27              |
| Women                           | 55                         | 62          | 32                                | 15                  | 62                           | 16              |
| <u>Education:</u>               |                            |             |                                   |                     |                              |                 |
| Elementary school               | 58                         | 58          | 32                                | 15                  | 66                           | 16              |
| Beyond elementary               | 58                         | 67          | 37                                | 22                  | 63                           | 31              |
| <u>Age:</u>                     |                            |             |                                   |                     |                              |                 |
| 18 to 24 years                  | 53                         | 66          | 32                                | 24                  | 75                           | 36              |
| 25 to 34 years                  | 61                         | 63          | 44                                | 23                  | 61                           | 25              |
| 35 to 44 years                  | 60                         | 69          | 31                                | 11                  | 73                           | 20              |
| 45 to 54 years                  | 57                         | 61          | 31                                | 13                  | 64                           | 13              |
| 55 to 64 years                  | 61                         | 49          | 41                                | 12                  | 47                           | 8               |
| 65 years and over               | 61                         | 50          | 11                                | 17                  | 56                           | 28              |
| <u>Occupation:</u>              |                            |             |                                   |                     |                              |                 |
| Professionals                   | 58                         | 64          | 14                                | 16                  | 65                           | 23              |
| Businessmen                     | 56                         | 62          | 47                                | 18                  | 50                           | 15              |
| White-collar workers            | 50                         | 64          | 32                                | 31                  | 65                           | 17              |
| Skilled laborers                | 62                         | 67          | 33                                | 17                  | 74                           | 27              |
| Semi-skilled laborers           | 55                         | 48          | 28                                | 10                  | 59                           | 14              |
| Farmers                         | 53                         | 60          | 20                                | 27                  | 53                           | 13              |
| Housewives                      | 67                         | 59          | 44                                | 11                  | 57                           | 16              |
| Unemployed; pensioners; retired | 39                         | 61          | 28                                | 17                  | 72                           | 17              |
| Students; pupils                | 61                         | 65          | 46                                | 13                  | 76                           | 48              |

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# All Radio Listeners

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| City Size:              | 58% | 50% | 31% | 15% | 61% | 11% | 19%... | 245% | 54  |
|-------------------------|-----|-----|-----|-----|-----|-----|--------|------|-----|
| Up to 1,999             | 61  | 67  | 41  | 25  | 64  | 22  | 17     | 297  | 36  |
| 2,000 to 4,999          | 64  | 56  | 43  | 12  | 76  | 20  | 18     | 289  | 93  |
| 5,000 to 24,999         | 54  | 56  | 44  | 22  | 60  | 29  | 23     | 288  | 73  |
| 25,000 to 99,999        | 56  | 72  | 23  | 19  | 61  | 24  | 24     | 279  | 143 |
| 100,000 and more        |     |     |     |     |     |     |        |      |     |
| Land:                   |     |     |     |     |     |     |        |      |     |
| Brandenburg             | 95  | 37  | 62  | 3   | 56  | 12  | 10     | 275  | 60  |
| Sachsen                 | 52  | 65  | 31  | 21  | 66  | 25  | 20     | 280  | 127 |
| Sachsen/Anhalt          | 53  | 68  | 33  | 18  | 63  | 21  | 19     | 275  | 96  |
| Thüringen               | 48  | 58  | 20  | 26  | 72  | 25  | 36     | 285  | 69  |
| Mecklenburg             | 51  | 79  | 32  | 15  | 61  | 28  | 21     | 287  | 47  |
| Distance from Berlin:   |     |     |     |     |     |     |        |      |     |
| Up to 100 kilometers    | 93  | 42  | 62  | 7   | 51  | 18  | 12     | 285  | 68  |
| 101 - 200 kilometers    | 58  | 71  | 34  | 16  | 67  | 25  | 17     | 288  | 185 |
| 201 kilometers and more | 42  | 60  | 23  | 26  | 67  | 21  | 30     | 269  | 139 |
| No opinion/No answer    | 29  | 57  | -   | -   | 72  | 14  | 29     | 201  | 7   |

@ Some respondents listened to more than one station.





"Which of these stations do you like best?"

|                                 | All Radio Listeners |      |                           |              |                     | Other<br>Western<br>Stations | No. of<br>cases |
|---------------------------------|---------------------|------|---------------------------|--------------|---------------------|------------------------------|-----------------|
|                                 | RIAS I&II           | NWDR | Sender<br>"Freies Berlin" | Suedwestfunk | Eastern<br>Stations |                              |                 |
| All Radio Listeners             | 20%                 | 33%  | 19%                       | 5%           | 8%                  | 3%                           | 399             |
| Sex:                            |                     |      |                           |              |                     |                              |                 |
| Men                             | 16                  | 31   | 19                        | 6            | 8                   | 5                            | 240             |
| Women                           | 24                  | 36   | 18                        | 4            | 7                   | -                            | 159             |
| Education:                      |                     |      |                           |              |                     |                              |                 |
| Elementary school               | 24                  | 31   | 19                        | 4            | 9                   | 2                            | 220             |
| Beyond elementary               | 14                  | 35   | 18                        | 6            | 6                   | 5                            | 179             |
| Age:                            |                     |      |                           |              |                     |                              |                 |
| 18 to 24 years                  | 12                  | 35   | 16                        | 7            | 13                  | 2                            | 95              |
| 25 to 34 years                  | 10                  | 34   | 24                        | 3            | 6                   | 7                            | 91              |
| 35 to 44 years                  | 22                  | 43   | 18                        | 2            | 2                   | 2                            | 55              |
| 45 to 54 years                  | 21                  | 30   | 17                        | 7            | 8                   | 2                            | 91              |
| 55 to 64 years                  | 36                  | 20   | 18                        | 6            | 8                   | 2                            | 49              |
| 65 years and over               | 44                  | 33   | 6                         | -            | 6                   | 5                            | 18              |
| Occupation:                     |                     |      |                           |              |                     |                              |                 |
| Professionals                   | 16                  | 32   | 12                        | 5            | 7                   | 7                            | 43              |
| Businessmen                     | 21                  | 32   | 26                        | 6            | 6                   | -                            | 34              |
| White-collar workers            | 11                  | 39   | 16                        | 8            | 11                  | 1                            | 72              |
| Skilled laborers                | 19                  | 23   | 20                        | 7            | 10                  | 6                            | 69              |
| Semi-skilled laborers           | 21                  | 28   | 14                        | 3            | 7                   | 3                            | 29              |
| Farmers                         | 20                  | 53   | 13                        | -            | 7                   | -                            | 15              |
| Housewives                      | 31                  | 30   | 25                        | 3            | 1                   | -                            | 73              |
| Unemployed; pensioners; retired | 16                  | 44   | 17                        | 6            | -                   | 6                            | 18              |
| Students; pupils                | 15                  | 35   | 17                        | 2            | 13                  | 7                            | 46              |

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All Radio Listeners

| City Size:              | RIAS I&II | NDR | Sender<br>"Freies Berlin" | All Radio Listeners |                     |     | Other<br>Western<br>Stations | No. of<br>cases |
|-------------------------|-----------|-----|---------------------------|---------------------|---------------------|-----|------------------------------|-----------------|
|                         |           |     |                           | Suedwestfunk        | Eastern<br>Stations | BBC |                              |                 |
| Up to 1,999             | 24%       | 28% | 18%                       | 2%                  | 9%                  | 4%  | 15%...100%                   | 54              |
| 2,000 to 4,999          | 17        | 33  | 28                        | 5                   | 6                   | -   | 11                           | 36              |
| 5,000 to 24,999         | 19        | 24  | 25                        | 5                   | 12                  | 2   | 13                           | 93              |
| 25,000 to 99,999        | 21        | 33  | 23                        | 6                   | 5                   | 1   | 11                           | 73              |
| 100,000 and more        | 17        | 40  | 10                        | 6                   | 6                   | 6   | 15                           | 143             |
| Land:                   |           |     |                           |                     |                     |     |                              |                 |
| Brandenburg             | 41        | 15  | 32                        | -                   | 3                   | 2   | 7                            | 60              |
| Sachsen                 | 13        | 34  | 13                        | 9                   | 14                  | 5   | 12                           | 127             |
| Sachsen/Anhalt          | 14        | 45  | 23                        | 2                   | 6                   | 2   | 8                            | 96              |
| Thuringen               | 19        | 26  | 10                        | 7                   | 6                   | 1   | 31                           | 69              |
| Mecklenburg             | 19        | 39  | 19                        | 2                   | 2                   | 6   | 13                           | 47              |
| Distance from Berlin:   |           |     |                           |                     |                     |     |                              |                 |
| Up to 100 kilometers    | 39        | 16  | 31                        | 1                   | 3                   | 3   | 7                            | 68              |
| 101 - 200 kilometers    | 17        | 39  | 21                        | 9                   | 9                   | 3   | 7                            | 185             |
| 201 kilometers and more | 13        | 31  | 11                        | 4                   | 7                   | 4   | 25                           | 139             |
| No opinion/No answer    | 14        | 43  | -                         | -                   | 29                  | -   | 14                           | 7               |



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